



***Minutes are unofficial until approved by Council.
Council approved minutes as presented June 8, 2020.***

1. ROLL CALL:

Mayor Peter Truax called the Work Session to order at 6:31 p.m. via Webex Video Conference.

ROLL CALL: COUNCIL PRESENT ATTENDED BY WEBEX REMOTELY: Kristy Kottkey; Timothy Rippe; Elena Uhing; Mariana Valenzuela; Adolph “Val” Valfre; Malynda Wenzl, Council President; and Mayor Peter Truax.

STAFF PRESENT ATTENDED BY WEBEX REMOTELY: Jesse VanderZanden, City Manager (Webex remotely); Paul Downey, Administrative Services Director (Webex remotely); Michael Kinkade, Fire Chief (in the Community Auditorium); and Anna Ruggles, City Recorder (in the Community Auditorium).

2. WORK SESSION: COMMUNICATION PLAN INVENTORY

VanderZanden facilitated the above-noted work session, noting the purpose of the work session was to address Council Goal 4, Improve Internal and External Communications and Engagement. VanderZanden reported tonight’s presentation is a prelude to an upcoming work session on the draft Communication Plan, noting the intent is to assure a full understanding of existing efforts to contextualize the discussion and seek Council feedback. VanderZanden presented PowerPoint presentation overviews on the following: City Survey

Distributed every two years in Utility Billing insert and also available to complete online.

- Averages approximately 700 responses
- Survey includes question asking what is their Primary Information Source regarding City of Forest Grove government
- Top sources include Utility Bill (81%), News Times (45%), and Facebook (29%)
- Utilize Google Analytics to monitor dispersion and viewership.

Utility Bill insert

The City publishes a monthly billing insert: *FYI Forest Grove*. The goal of this newsletter is to share timely, accurate information about City events, projects, services and initiatives. Nonprofits may run announcements in the *FYI Forest Grove*, subject to space availability and a first-come/first-serve basis. City announcements are always considered a publishing priority.

- Inserted into 9,500 Utility Bills monthly
- All households in Forest Grove receive a utility bill (approximately 480 outside of the city)

- Limited to 2 pages, front and back, without additional postage
- Also posted on City website

City Ads

- One per week in the *NewsTimes*, 2 columns by 10 inches (almost a quarter page)
- Highlights upcoming City events or programs
- Reaches 4,000+ FG subscribers plus 4,500 daily web visitors at fgnewstimes.com (\$600/month)

City Website

- Revamped and updated in 2018
- Intent was to streamline to allow for easier and quicker searches
- All pages translatable into different languages
- City's website forestgrove-or.gov is the primary communication tool

Facebook Followers

To meet the communication preferences of its audience, the City uses social media channels to share public information. Elected and appointed officials, including Boards and Commissions (B&C), may submit draft posts for consideration for the City's social media sites. Approximate Facebook Followers as of today:

- City Hall 2,146
- Light & Power 1,169
- Library 1,149
- Aquatics 1,679
- Police 10,509
- Fire 14,209

Council Discussion:

Mayor Truax opened the floor and roundtable discussion ensued as Council recapped the existing communication outreaches and expectations. Roundtable discussion ensued pertaining to ways to better address communications and engagements, such as B&C utilizing social media pages; outreach at the Farmers' Market; outreach with community neighborhood groups; and the need to improve communications to reach the diverse community, i.e., Centro Cultural in an effort to reach the Latino community.

VanderZanden advised the Communication Plan guidelines will apply to all City staff, elected and appointed officials, and any members of B/C who communicate directly or indirectly on behalf of the City, noting the policy would need to be carefully considered, such as risks versus benefits, i.e., monitoring timely engagement and interactions on social media, which may become part of the public record. In conclusion of the above-noted roundtable discussion, VanderZanden advised staff will schedule a work session with Pitchfork (consultant) and Council at a later date to review and finalize the draft Communication Plan, to which Council collectively concurred.

Council took no formal action nor made any formal decisions during the work session.

3. ADJOURNMENT

Mayor Truax adjourned the work session at 7:00 p.m.

Respectfully submitted,



Anna D. Ruggles, CMC, City Recorder